

I'm that way" - JEAN HARLOW

Page  
24

# Silver Screen

April

10¢  
N. CANADA  
15 CENTS



Constance Bennett  
See Story Page 22

JOHN  
ROLSTON  
CLARKE

READ  
THIS ISSUE **THEY FIGHT FOR THEIR RIGHTS**

# ABOUT YOU? shall men say "She is lovely -- So exquisite!"

BY PATRICIA GORDON

THE MUSIC ends—softly. A momentary hush. A throng; but you seem mysteriously detached. It is your moment. Something portends. Born on the strange silence, a remark —about you. Some one says, "She is lovely!" No conscious flattery this—not meant to be overheard. And so, a thrilling compliment.

**So lovely, so exquisite!** How? Pretty clothes, daintiness, poise, chic? As *background*, yes. But as to these, men see *dimly*. Only women are *critical*. Men observe colorful cheeks, are entranced by luscious lips, thrilled by eyes brilliant and mysterious. Sh-h-h! make-up! Ah yes; but make-up so clever, so artistic that to masculine eyes it appears as *natural*.

**Some women know**—Some do not. How can it be otherwise than true? When a woman will tolerate *obvious* make-up, she simply *does not know* the glamorous beauty of *harmonized* Princess Pat make-up. The rouge, for instance. Of the famous Duo-Tone blend. So natural that its glowing color seems actually to come from within the skin. Powder of precious *almond* base (instead of chalky starch). Softer than any other powder; far more clinging. Powder to velvet any skin to smooth, aristocratic perfection. And lip rouge! So wonderfully natural, so smooth, so free of waxy substance. To color lips divinely, to be wholly indelible.

**Each with the other harmonized.** How different! Whatever Princess Pat rouge, powder and eye make-up shades you choose will invariably *harmonize*. With *usual* make-up there is ever the risk of discordant shades; but *never* with Princess Pat.

**Make-up to go with costume.** Because *any* shade of Princess Pat rouge will match *your* skin, you may choose with the color of your *costume* in mind. Simply choose the more *intense* shades of rouge for strongly colored costumes, the softer rouge shades for softer costume colors. There are shades of Princess Pat rouge, fulfilling your every requirement for stunning, individualized make-up.

**RADIO** Princess Pat Players — love and life — thrilling! Sundays 4:30 P.M., E.S.T. WJZ and NBC network. 3:30 P.M., C.S.T.



**NOW IS THE TIME!**  
**Receive a beautiful Vanity**

**FREE**

It's a courtesy gift with Princess Pat face powder, this Vanity in rich gold or gleaming silver finish. Never sold for less than \$1—worth more. The cleverest Vanity you ever knew; comes ready for use—filled with Princess Pat powder and indelible lip rouge. Positively cannot leak or spill. Refills easily. For beauty and convenience the Vanity will simply charm you.

**What you do to get the Vanity**

Get Princess Pat powder at any drug store or department store. Send in the ribbon and medallion (found inside every box) to Princess Pat, together with the coupon below. Write name and address plainly.

The Vanity will be sent entirely free, postage prepaid. Please act promptly. This offer is for a limited time only.



PRINCESS PAT, Dept. A-3054, 2700 S. Wells St., Chicago  
I am enclosing ribbon and medallion from a box of Princess Pat face powder, ENTIRELY FREE, postage prepaid, send me the Vanity offered. The Vanity is to come filled with Princess Pat face powder, and indelible lip rouge.

Check whether Gold \_\_\_\_\_ or Silver \_\_\_\_\_ finish is desired.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City and State \_\_\_\_\_

IN CANADA, 93 CHURCH STREET, TORONTO.

# PRINCESS PAT

LONDON

CHICAGO

# ② about Cigarettes

There are 6 types  
of home-grown tobaccos  
that are best for cigarettes

#### BRIGHT TOBACCO

U. S. Types 11, 12, 13, 14—  
produced in Virginia, North and  
South Carolina, and parts of  
Georgia, Florida and Alabama.

#### BURLEY TOBACCO

U. S. Type 31—produced in  
Kentucky.

#### MARYLAND TOBACCO

U. S. Type 32—produced in  
Southern Maryland.

These are the kinds of home-  
grown tobaccos used for mak-  
ing Chesterfield Cigarettes.

Then Chesterfield adds aro-  
matic Turkish tobacco to give  
just the right seasoning or spice.

*Chesterfield ages these  
tobaccos for 30 months  
—2½ years—to make  
sure that they are milder  
and taste better.*



*Tobacco being sold at auction  
on a Southern market.*

*the cigarette that's MILD  
the cigarette that  
TASTES BETTER*



# Chesterfield